

Draft Minutes
Neighborhood Advisory Commission
Neighborhood Business Committee Meeting
March 25, 2008

Minutes of the Neighborhood Advisory Commission Business Committee held on March 25, 2008 at 5:30 p.m. Connections Café, Tempe Public Library, 3500 S. Rural Road, Tempe, AZ.

(MEMBERS) Present: Mike Wasko, Chair; Kevin Kaesberg; Ira King; Woody Wilson.

(MEMBERS) Absent: John Sanborn.

Agenda Item 1 – Call to Order

Chair Wasko called the meeting to order at 5:32 p.m.

Agenda Item 2 – Educate Tempeans as consumers, and spending more money in Tempe

Need to determine if there is really a need or opportunity to increase these monies.

ACTION ITEM: Request from Staff assistance in obtaining info such as “Total Retail Sales” and “Sales Per Capita”. We can compare numbers to peer cities.

Bringing “new” money to Tempe gravitated toward attracting people to downtown. Some ideas were felt to be the responsibility of business groups such as DTC:

- New retailers, new experience

- Live music

- Downtown residential

- Website, flyer, circular, distributed OUTSIDE downtown to help advertise.

Other ideas floated that could be driven by NAC and the consumer:

Improve South Tempe feelings towards North Tempe/Downtown. Could provide South Tempe water bill flyers or coupons encouraging visits to downtown.

Free wireless internet service.

Invite speakers to NAC meetings for more help in identifying what consumer wants.

- Magazine articles, website, with downtown residents, visitors input.

Agenda Item 3 – Using and improving tempe.gov Development website

There was no discussion.

Agenda Item 4 – Adjournment

Meeting adjourned 6:45 pm.

Prepared by: Chair Wasko